

Attorney Docket No. 56704.000109  
Attorney Customer No. 27682

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Matthew K. GRACIE ) Group Art Unit: 3623  
Application Number: 10/735,018 ) Examiner: C. Michelle Colon  
Filed December 12, 2003 )  
For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER  
IDENTIFICATION PROGRAM**

**CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8**

I hereby certify that this correspondence is being deposited with the United States  
Postal Service with sufficient postage as first class mail in an envelope addressed to:

**Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

on: January 5, 2006  
Date

Gail W. O'Brien

*Typed or Printed Name of Person Signing Certificate*

Documents being submitted with this Certification of Mailing under 1.8 are:

- Transmittal Letter for Response to Office Action dated October 31, 2005
- Amendment and Response to Office Action dated October 31, 2005
- Self-Addressed Stamped Return Postcard

**Hunton & Williams LLP**  
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Matthew K. GRACIE	)	Group Art Unit: 3623
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Application Number: 10/735,018	)	Examiner: C. Michelle Colon
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For: <b>SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM</b>		

**RESPONSE TRANSMITTAL LETTER**

**MAIL STOP AMENDMENT**  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response under 37 CFR 1.111 to the Office Action dated October 31, 2005 in connection with the above-identified patent application.

- ☐ A petition for a One-Month Extension of Time is also enclosed.
- ☐ A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- ☒ No additional claim fee is required.
- ☐ An additional claim fee is required, and is calculated as shown below:

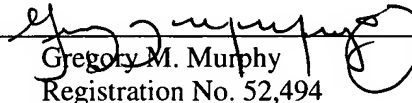
CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	53	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					<b>\$0</b>

- ☐ Charge \$\_\_\_\_\_ to Deposit Account No. 08-3436 for the fee due.  
☐ Check No. \_\_\_\_\_ in the amount of \$0 is enclosed for the fee due.  
☒ A Certificate of Mailing Under 37 C.F.R. §1.8.  
☒ Self-addressed stamped postcard.  
☒ The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: January 5, 2006

Respectfully submitted,

**HUNTON & WILLIAMS LLP**  
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In re Application of:

Matthew K. GRACIE

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**MAIL STOP AMENDMENT**

Commissioner for Patents

PO Box 1450

Alexandria, VA 22313-1450



Group Art Unit: 3623

Examiner: C. Michelle Colon

AMENDMENT AND RESPONSE UNDER 37 CFR 1.111

Sir:

In response to the Office Action dated October 31, 2005, Applicants respectfully request reconsideration of the above-identified application in light of the amendments and remarks herein as follows:

**IN THE CLAIMS:** This section begins on Page 2.

**REMARKS:** This section begins on Page 16.